

VIRGINIA: A SCHEDULED MEETING OF THE SURRY COUNTY BOARD OF SUPERVISORS
HELD IN THE GENERAL DISTRICT COURTROOM OF THE SURRY COUNTY
GOVERNMENT CENTER ON JULY 10, 2014 AT 7:00P.M.

PRESENT: SUPERVISOR ERNEST L. BLOUNT, CHAIRMAN
SUPERVISOR JUDY S. LYTTLE, VICE-CHAIR
SUPERVISOR JOHN M. SEWARD
SUPERVISOR KENNETH R. HOLMES
SUPERVISOR GIRON R. WOODEN, SR.

ALSO

PRESENT: MR. TYRONE W. FRANKLIN, COUNTY ADMINISTRATOR
MS. TERRI E. HALE, FINANCE DIRECTOR
MR. WILLIAM HEFTY, COUNTY ATTORNEY
SHERIFF ALVIN W. CLAYTON, SR.
MS. RHONDA RUSSELL, DIRECTOR OF PLANNING
MS. SCHARNELLE HAMLIN, VICTIM WITNESS RESOURCE COORDINATOR
MRS. VALERIE PIERCE, DIRECTOR SURRY SOCIAL SERVICES
MR. STACEY WILLIAMS, BUILDING OFFICIAL
MR. ERVIN JONES, DIRECTOR OF PARKS & RECREATION

CALL TO ORDER/MOMENT OF SILENCE/PLEDGE OF ALLEGIANCE

The meeting was called to order by Chairman Blount who then asked for a moment of silence. Following the moment of silence, he asked those present to stand and say the pledge of allegiance.

CONSENT ITEMS

1. Approval of June 5, 2014 Minutes, Board of Supervisors
2. Approval of July 2014 Accounts Payable:
(Represents FY 13-14)

	Accounts Payable	Additional	Total
General Fund	\$154,592.11	\$61,409.65	\$216,001.76
Debt Service	\$0.00	\$0.00	\$0.00
Capital	\$14,499.71	\$110,708.04	\$125,207.75
Water & Sewer	\$2,650.79	\$245.14	\$2,895.93
CSA	\$28,544.07	\$16,281.70	\$44,825.77
Indoor Plumbing	\$0.00	\$0.00	\$0.00
Juror Payments	\$3,630.00	\$0.00	\$3,630.00
Totals	\$203,916.68	\$188,644.53	\$392,561.21

(Represents FY 14-15)

	Accounts Payable	Additional	Total
General Fund	\$0.00	\$87,715.54	\$87,715.54
Debt Service	\$173,220.00	\$125,114.85	\$298,334.85
Capital	\$0.00	\$0.00	\$0.00
Water & Sewer	\$0.00	\$0.00	\$0.00
CSA	\$0.00	\$0.00	\$0.00
Indoor Plumbing	\$0.00	\$0.00	\$0.00
Econ. Dev. Expense	\$0.00	\$0.00	\$0.00
Totals	\$173,220.00	\$212,830.39	\$386,050.39

3. Appropriation Requests:

School System - July 2014

Instruction	\$654,236.00
Admin./Health	\$48,173.00
Pupil Transp.	\$63,014.00
Operation/Maint.	\$154,654.00
Food Serv.	\$54,757.00
Debt Service	\$0.00
Capital Projects	\$0.00
Technology	\$24,637.00
Total	\$999,471.00

Dept. of Social Serv. - July 2014

\$150,000.00

4. Certification Request from Treasurer: \$1,505.82
5. Budget Amendments: Sheriff's Office & Recreation Dept.: \$19,891.00
6. Budget Amendment: School System: \$37,325.00
7. Budget Amendment: School System: \$30,000.00

Supervisor Lyttle made a motion that the Board approve the Consent Items as enumerated. Supervisor Seward seconded the motion. Supervisors Blount, Wooden, Holmes, Lyttle and Seward voted affirmatively to approve the motion.

PROGRESS REPORTS

1. VDOT
No Report

2. Treasurer

A. Investment Letter

Chairman Blount read the Investment Letter provided by Mary H. Shaw, Treasurer, which stated that as of the June 5, 2014 meeting the County had \$18,349,460.17 in the LGIP Fund. Since that report, accrued interest for May 2014 in the amount of \$1,515.40 had increased that balance to \$18,350,975.57. Since the last report, \$2,000,000.00 was transferred from LGIP to the General Fund leaving a balance in the LGIP of \$16,350,975.57. As of July 10, 2014 the County had \$16,858,910.15 in total investments, including one CD valued at \$507,934.58 which matures January 18, 2015.

3. County Administration

A. Presentation: Route 460 Corridor Improvements Project Update

Mr. Philip C. Rinehart, P.E. addressed the Board to provide a project briefing with regard to the Route 460 Corridor Improvement Project. He informed that the project has been temporarily suspended while VDOT continues mandated environmental reviews in cooperation with its federal partners. Public meetings in communities along the corridor will resume in the fall to introduce the public to the Supplemental Environmental Impact Statement (SEIS). The draft SEIS will include the analysis of five build alternatives along with a "No Build" option and expected to be approved by the Federal Highway Administration and the US Army Corps of Engineers in its final format by the end of 2014.

Mr. Rinehart reviewed the five build alternatives, reporting that Alternative #3 would have the greatest impact on Surry County. Mr. Franklin stated that this alternate alignment supports the Surry County Economic Development Plan and would bring the County into closer proximity with major traffic routes coming from the ports and manufacturing hubs. Mr. Rinehart provided a toll-free number (1-855-460-4600) for public inquiries regarding the project. ***(A copy of Mr. Rinehart's presentation is attached as an integral component of these minutes.)***

Mr. Rinehart further informed that a "town hall" meeting was scheduled to be held at the Surry County High School on July 24, 2014 and that public hearings on the project could be expected to be held in the fall.

B. Presentation: Victim Witness Resource Program Coordinator

Ms. Scharnelle Hamlin, Victim Witness Resource Program Coordinator, addressed the Board to provide a quarterly update for the Victim Witness Resource Program and the Surry County Resource

and Employment Center. Ms. Hamlin reviewed accomplishments with regard to training as well as cooperative agreements and activities. She reported that the Surry County Victim Witness Resource Program has served 54 victims of crime during the final quarter of FY 13-14 and that court ordered restitution to benefit crime victims totaled \$85,987.58 during the quarter.

Ms. Hamlin also reviewed activities relative to assistance provided through the Surry County Resource and Employment Center. She reported that Virginia Employment Commission (VEC) personnel were no longer coming weekly to the Resource Center and that she was now assisting citizens who wished to register with VEC for job seeker services and unemployment. Ms. Hamlin further informed that she was exploring the possibility of offering GED classes at the Resource Center.

C. Presentation: Surry County Tourism Support Group – Branding Study

Mrs. Stephanie Slocum and Mr. Dean Goldman of Goldman & Associates, Public Relations, provided Board members with their final report relative to the Tourism Branding Study which concluded on June 30, 2014. ***(A copy of their presentation is attached as an integral component of these minutes.)***

Ms. Pat Bernshausen provided the Board with an update regarding the timeline of activity relative to the Virginia Tourism Corporation Marketing Leverage Grant. Some of the County's grant partners, Mr. Sam Edwards, III (S. Wallace Edwards & Sons), Mr. Todd Balance (Bacon's Castle) and Ranger Nathan Younger (Chippokes State Park) were present and spoke in favor of the request for the Board to accept the Travel Market Research Study and Recommended Marketing Strategy.

Supervisor Seward made a motion that the Board accept the Travel Market Research Study and the Recommended Marketing Strategy as presented. The motion was seconded by Supervisor Holmes; all present voted in favor of the motion.

Supervisor Lyttle made a motion that the Board authorize the release of RFP 2014-05 for graphic services relative to the development of a tourism logo. The motion was seconded by Supervisor Wooden and passed with unanimous approval.

D. Resolution 2014-18

Ms. Terri Hale, Finance Director, informed the Board that although they had previously approved a total school budget for FY 14-15

totaling \$15,889,315.00, expenditures had not been established by category. Resolution 2014-18, if approved, will set the FY 14-15 School System budget categories.

Supervisor Lyttle made a motion that the Board adopt Resolution 2014-18 setting the FY 14-15 School System Budget categories. The motion was seconded by Supervisor Seward and unanimously approved.

E. Resolution 2014-19

Mr. Franklin informed the Board that his term as the County's representative to the Riverside Regional Jail Authority governing body has expired. Resolution 2014-19 will name Mr. Franklin as a member of the Authority with Ms. Terri Hale as an alternate for a term from July 1, 2014 through June 30, 2018.

Supervisor Holmes made a motion that the Board adopt Resolution 2014-19 naming Mr. Tyrone Franklin as a member and Ms. Terri Hale as an alternate to the Riverside Regional Jail Authority for a term beginning July 1, 2014 and ending June 30, 2018. Supervisor Seward seconded the motion; Supervisors Blount, Lyttle, Wooden, Holmes and Seward voted affirmatively.

F. Draft Land Development Ordinance Update

Ms. Rhonda Russell addressed the Board regarding progress on the Draft Land Development Ordinance. She informed that the Board had authorized staff to contract with Brandon Currence Architects in 2009 for the development of revisions to the County's Land Development Ordinances. Revisions to the Zoning Ordinance were completed and became effective in March 2013. Immediately thereafter, Staff issued a Notice to Proceed on Phase Two of the Land Development Ordinance Scope of Work. However, Ms. Russell reported that staff had been unable to obtain a response from Brandon Currence. At Mr. Franklin's suggestion, staff has contacted the Hampton Roads Planning District Commission (HRPDC). The HRPDC has submitted a proposed scope of work to complete the Subdivision Ordinance.

Supervisor Holmes made a motion that the Board authorize execution of a draft letter of termination to Brandon Currence Architects and approved the Scope of Work submitted by the HRPDC for revisions to the Surry County Subdivision Ordinance. Supervisor Lyttle seconded the motion; all present voted in support of the motion.

G. Appointment: Social Services Board

No action was taken.

H. Appointment: Planning Commission

No action was taken.

UNFINISHED BUSINESS

Supervisor Lyttle asked Mr. Franklin to inform the public of decisions made in the Board's earlier work session relative to the request by the Surry County African American Heritage Society for the use of County property. Mr. Franklin reported that the Board had requested that Staff, along with the County Attorney, develop a policy to dictate the use of public property by a private entity and return to the Board at a later date for their consideration. Additionally, Staff will conduct an assessment of the current conditions of the Old Jail building and determine what improvements would be necessary for its use along with costs associated with those improvements.

NEW BUSINESS

Mr. Tyrone Franklin informed the Board that action had been taken by the Town of Dendron to surrender their water supply system to the County. He reported that documentation of that action and additional information would likely be available for the Board's consideration at their scheduled meeting in August 2014.

Supervisor Lyttle informed that the Personnel Committee had met and had provided a copy of the NACo County Leadership Handbook for each member of the Board. She stated that it was the Committee's recommendation that Board members review the handbook and schedule a work session at a later date to further discuss the information contained within.

CITIZEN COMMENTS

Mr. John Stokes (Surry District) expressed some thoughts relative to tourism in Surry County and expressed the need to target marketing efforts in the Williamsburg area.

Mrs. Louise Jenkins (Claremont District) addressed the Board requesting an avenue for better communication to citizens regarding actions and activities of the Board.

ADJOURNMENT

There being no further business before the Board, Supervisor Seward made a motion to adjourn. Supervisor Lyttle seconded the motion which passed with unanimous approval.

U.S. Route 460 Corridor Improvements Project

Surry County Project Briefing

**Philip C. Rinehart, P.E.
July 10, 2014**

**U.S. ROUTE 460 CORRIDOR
IMPROVEMENTS PROJECT**



Supplemental Environmental Impact Statement (SEIS)

- The United States Army Corps of Engineers (USACE), Norfolk District, and the Federal Highway Administration (FHWA) serve as joint lead federal agencies, who are working with VDOT to prepare a Supplemental Environmental Impact Statement (SEIS).
- The purpose of this SEIS to evaluate the new information regarding the aquatic resource impacts and alternatives.
- Transportation Secretary Aubrey Layne announced that contract and permit work is being temporarily suspended on the Route 460 project while VDOT continues the needed environmental reviews in cooperation with its federal partners.



**U.S. ROUTE 460 CORRIDOR
IMPROVEMENTS PROJECT**



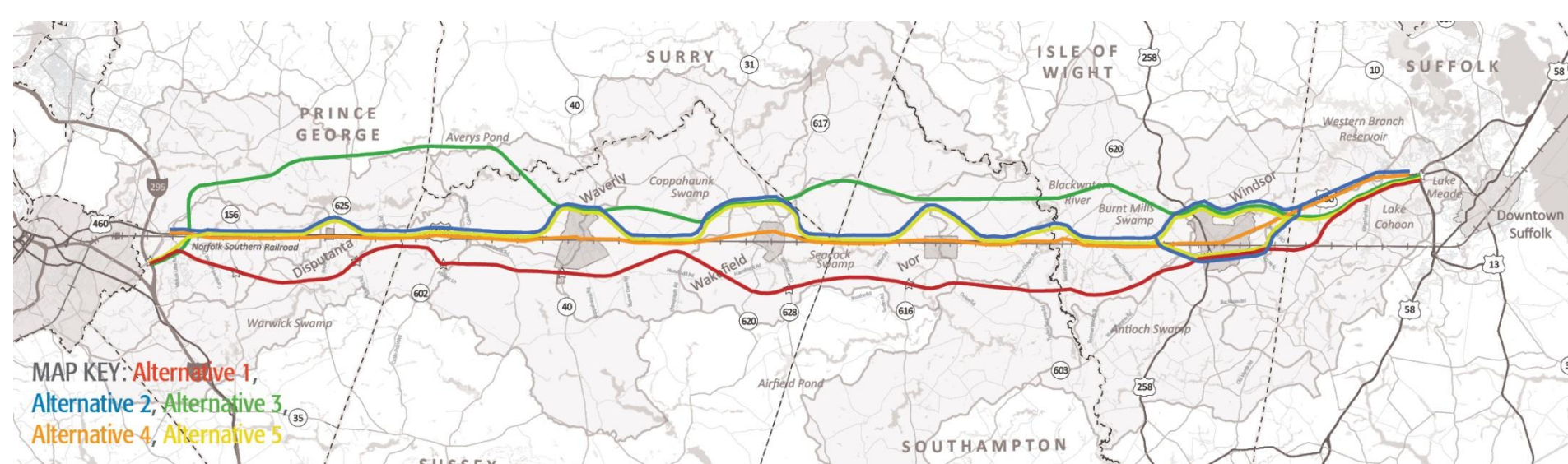
Recent Updates

- Public meetings will be held along the corridor in the fall to review the Draft SEIS.
- VDOT will then prepare the Final SEIS, which will include how the agency addresses public comments and any new information. The final document will include a preferred alternative.
- It is anticipated the Federal Highway Administration and the U.S. Army Corps of Engineers will issue their decisions on the Final SEIS and a preferred alternative by the end of 2014.



NEPA Study Area and Alternatives

- The Draft Supplemental Environmental Impact Statement (SEIS) currently being developed will include the analysis of five build alternatives along with a No Build option.



**U.S. ROUTE 460 CORRIDOR
IMPROVEMENTS PROJECT**



NEPA Study Area and Alternatives

- **Alternative 1:** A four-lane tolled road that runs south of the existing U.S. Route 460; identified as the preferred alternative in the original Environmental Impact Statement



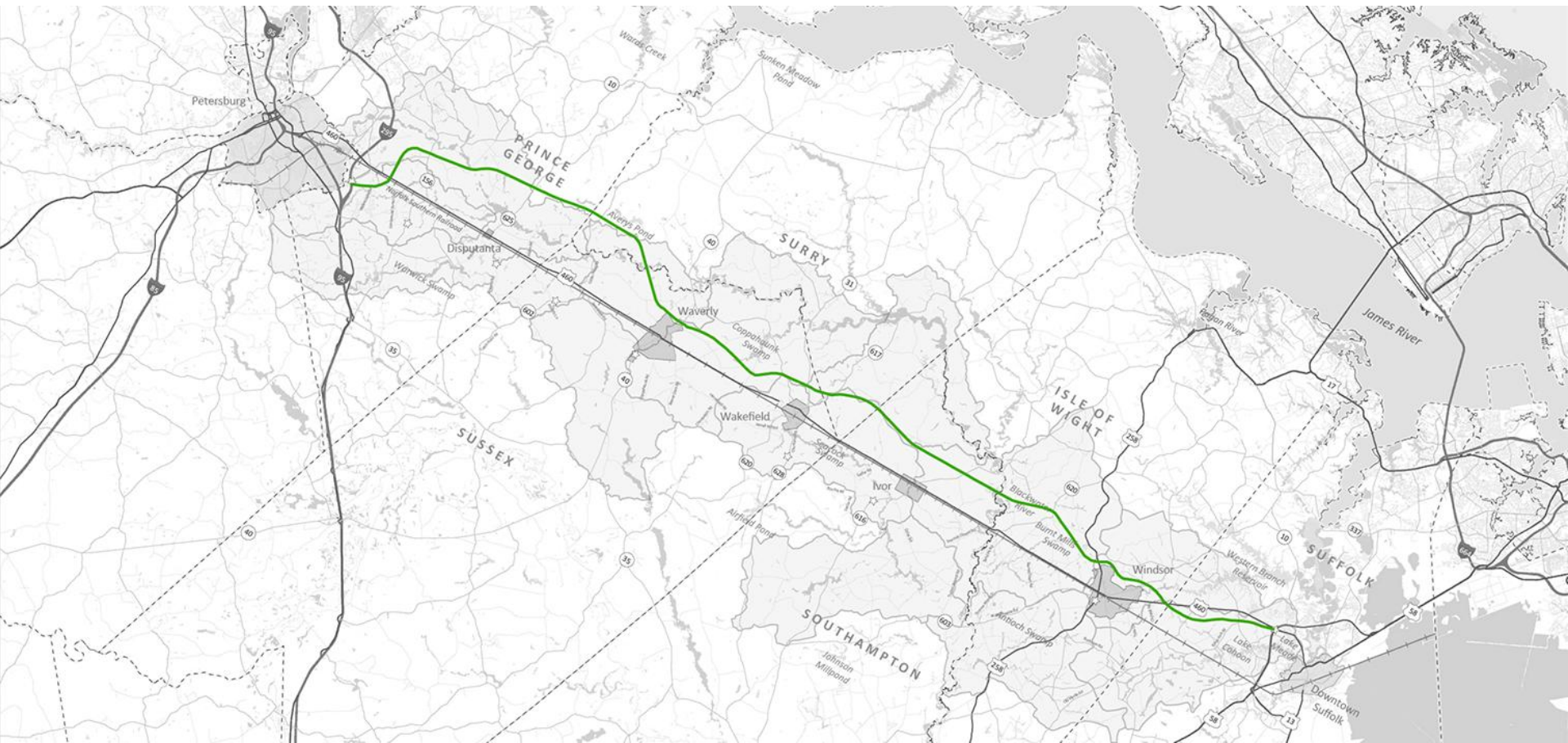
NEPA Study Area and Alternatives

- **Alternative 2:** A four-lane road that runs along the existing U.S. Route 460 including six bypasses around the existing towns. The bypasses will be evaluated as both tolled and not tolled.



NEPA Study Area and Alternatives

- **Alternative 3:** A four-lane tolled road that runs north of the existing U.S. Route 460; identified as CBA-3 in the original Environmental Impact Statement.



NEPA Study Area and Alternatives

- **Alternative 4:** A four-lane road that runs along the existing U.S. Route 460 with improvements to meet standards for medians, shoulders, and intersections.



NEPA Study Area and Alternatives

- **Alternative 5:** An eight-lane road that follows a corridor similar to Alt 2. Four of the eight lanes (two eastbound, two westbound) are tolled as in Alternatives 1 or 3. The remaining four lanes are untolled local roads with an eastbound and westbound lane on each side of the tolled road.



More Information

Contact the Project's toll-free number:

1-855-460-4600

Or visit:

www.route460project.org

**U.S. ROUTE 460 CORRIDOR
IMPROVEMENTS PROJECT**



Surry County: Tourism Marketing and Branding Services Initiative

Recommended Brand and Marketing Strategy Project

July 10, 2014



Tourism Marketing and Branding Services Initiative : Timeline

- Surry County Tourism Assessment Report accepted by Board of Supervisors
September 2013
- \$50,000 grant from Virginia Tourism Corporation to define brand and marketing strategy

December 2013

- Surry County RFP Project awarded to Goldman & Associates & Stephanie Slocum to establish tourism brand and marketing strategy

March 2014

- Completion of Recommended Brand and Marketing Strategy

June 2014



Recommended Brand and Marketing Strategy Project

- ▶ Goal
 - Draw more visitors to Surry County attractions and businesses: 10%
- ▶ Objectives
 - Create a unique and authentic branding of Surry County
 - Develop a collective and cooperative marketing strategy



Recommended Brand and Marketing Strategy Project: Process

- ▶ Tour of Surry County tourism assets
- ▶ Prepared extensive Virginia and Coastal Virginia travel research study
- ▶ Facilitated team of county administration and Surry County Tourism Support Group to develop brand and marketing strategy
- ▶ Met regularly with team to review research data and aspects of the strategy, and retrieve team input
- ▶ Received team approval on strategy components

Recommended Brand and Marketing Strategy Project : Brand Elements

- ▶ Deliverables enabling promotion of Surry County tourism products
 - Comprehensive Travel Research Study
 - Brand elements and marketing strategy:
 - Brand Vision

Our brand vision is for visitors to Coastal Virginia to spend at least a day of their vacation in Surry County.



Recommended Brand and Marketing Strategy Project: Brand Elements

➤ Brand Positioning Statement

Surry County is an agrarian community conveniently located on the edge of suburban Virginia, where a short, free ferry ride from Williamsburg or a scenic drive along Route 10 from Norfolk and Richmond can carry you back in time to authentic experiences from our country's heritage. Our guests can enjoy outdoor activities in natural settings, wildlife and native fauna, and traditional tastes and foods with pick-your-own-freshness .

➤ Brand Theme

Savor the secrets of Surry



Recommended Brand and Marketing Strategy Project: Branding Strategy

- ▶ Make it easy for visitors to become aware of, find and enjoy Surry County assets
- ▶ Support a visitation program with staff and a dedicated tax or line item in the county budget
- ▶ Realize an increasingly powerful visitation program is a long-term process that builds on itself
- ▶ Continue to enhance and develop visitation offerings and amenities
- ▶ Educate residents on the county's visitation assets and the benefits of tourism; encourage them to become advocates for the county
- ▶ Give reasons for people to visit more than once
- ▶ Focus the county's visitation marketing primarily on its visitor assets as a whole
- ▶ Prioritize and focus the marketing budget where it will bring the greatest return

Recommended Brand and Marketing Strategy Project: Implementation

▶ Initial Phase

- Logo
- Typestyle
- Brand usage specifications
- Photography
- Downloadable tours
- Website
- Social media presence
- Signage



Recommended Brand and Marketing Strategy Project: Implementation(cont'd)

► Second Phase

- Collateral production
- Brochure distribution
- Advertising production
- Media placement
- Public relations
- Engagement with:
 - Williamsburg Hotel & Motel Association and other businesses
 - Surry County residents
 - Surry County businesses



Recommended Brand and Marketing Strategy Project: Target Markets

- ▶ Greater Williamsburg Visitors
- ▶ Williamsburg Hotel & Motel Association Members
- ▶ Surry County Residents
- ▶ Residents Living in Nearby Coastal Virginia Communities



Recommended Brand and Marketing Strategy : Next Steps

- ▶ Maximize the value of strong Surry County tourism assets to visitors in Coastal Virginia
- ▶ Use available Virginia Tourism Corporation grant funding to further develop the Recommended Brand and Marketing Strategy
- ▶ Apply again to the Virginia Tourism Corporation in Fall 2014 or Spring 2015 for funds to further implement additional elements from the Recommended Brand and Marketing Strategy
- ▶ Consider funding directly from Surry County budgets for tourism development